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# Personal Homepages

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***Abstract—*** *The current article tries to offer a general view upon homepages, and how the Internet affects people's, especially teenagers', private life. We are the witnesses of the irreversible shift from private life to the public one.*
***Keywords— self-introspection, identity, trends.***

## I. INTRODUCTION

In this article we are positioning ourselves at the present moment of the signifying practice of writing and of the readership's types of response. This present moment is the time when the differences between copies and originals are abolished and the readers consume illusions of reality and happiness from the Internet These readers' needs are manipulated in terms of profit of selling by the publishing houses and the writers who manufacture these types of personal homepages, whose unique epochal discovery is that money can be made through writing that create certain reading appetites and tastes in their targeted victim, the reader, who, from an acculturated individual turns into an obedient consumer of Internet.

> "I have a homepage because I feel that people should be able to know
> about what other people think about life.
> Also because the internet is vast and I would like to be part of it"
> (a-thirteen-year old boy)
> (Chandler & Young 1998: web)

It is well known that people have the urge to talk about themselves, and share their inner feelings with the self and analyse them, or their activities during the day. In the past people wrote in their private diaries about these feelings, but nowadays a more modern way has appeared, entitled: the personal homepage. We are witnessing a shift from the private life to the public one. The boundaries between private and public space and time have collapsed with extremely important consequences, the one that comes immediately to mind being the fact that the writer is no longer interested in the psychological relief of unburdening his mind but in constructing his image for social others. Sincerity, self-introspection will be replaced with a collection of masks. The text no longer reflects on what someone feels or thinks but on the kind of person he would like to be:

> A personal homepage is a new multi-media online genre on that part of the Internet known as the World-Wide Web. Such pages can be recognised by both their content and their forms. Not all 'homepages' are personal homepages: the broader term includes the pages of institutions as well as of named individuals. A personal homepage is one which has been created by the individual to whom it refers. Many are explicitly labelled, e.g. as 'David's home-page'.
> (Chandler & Young 1998: web)

These pages are about their authors: personal details about themselves, such as age, date of birth, address, their interests and hobbies, photos of themselves, their family and friends, and so on. With the help of these personal home pages, advertising is achieved, because people present their idols: singers, actors and even their likes about movies and fashion. A personal homepage is like somebody's bedroom turned into a drawing room opened to the public. Whereas only family members or close friends can enter a bedroom, a personal homepage is open to everybody: complete strangers or online "friends", people whom one never meets in a face-to-face encounter. The readership on personal homepages cannot be controled.

A personal home-page is a new way of self-presentation. Some people are honest, and create a "close to reality home page", but others create whole new identities with the help of them, which fit new trends, in order to be liked and accepted in a twisted society. A personal home page is dominated by the idea of "identity under construction" and by the Modernist question "Who am I?".

On a personal homepage, where a huge amount of personal information is posted, others upload their comments, which clearly affect and shape the home page owner's identity. With the help of a template, a personal homepage is constructed/assembled, rather than something original. Due to templates, most homepages are alike, taking into consideration the visual side of the page. Some

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people even inspire themselves from others homepages, copy them over using the bricolage technique.

> Constructing a homepage involves bricolage. The key features of the practice of bricolage in any medium may be specified as follows:
> - the inclusion of particular elements;
> - indirect allusion to others;
> - the omission of what 'goes without saying' or of what 'is noticeable by its absence';
> - the adaptation of 'borrowings' by:
>  - addition;
>  - deletion;
>  - substitution or transposition;
>  - arrangement: overall organization, sequencing and emphasis.
>
> (Chandler & Young 1998: web)

Through all of these loans, sometimes the copy cannot be distinguished from the original. Somebody's likes for a specific color, image or photo are quickly transferred to some others' menu of tastes. In this way, individuals create new selves, improved versions of someone in terms of tastes and friends, by "the construction of the bricoleur's identity" (Chandler & Young 1998: web). Owners of these pages create virtual selves, which are fluid, because they lack substance, depth, personal values and beliefs. Through this lack of substance, misleading impressions are created, which lead to other fake, virtual selves.

To sump up, we may say that the construction of a homepage never ends, because its owners are permanently updating them through bricolage. A lot of time is spent and wasted on this virtual reality, which most often than not has no material referent in the world out there, generating traumatic effects on sensitive people.

## REFERENCES

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